



Upper Goulburn Winegrowers Association

SPONSORSHIP PROPOSAL

Upper Goulburn Wine Region – Wine & Food Events

- Vintage Celebrations on 25 April 2009
- Wine Expo – November 2009

The Event

Two events are hosted by the Upper Goulburn Winegrowers Association on an annual basis. These events promote local wine producers from up to 20 of the local wineries, as well as the Olive Oil industry, Trout and Salmon farms and other produce from the Upper Goulburn.

The main emphasis will be to showcase newly released vintages and to increase the awareness of both the local trade and our Melbourne public to the premium quality of the wines being grown in this region. The objective is to make these events prestigious ongoing events attracting both local and Melbourne retailers, restaurateurs, wine writers and the wine and food loving public.

The Region

The Upper Goulburn Wine region is diverse in its geography as it spans north of the Yarra Valley stretching from Glenburn to Mansfield-Mt Buller, along the Melba and Maroondah highway and from Tallarook and Yea to Eildon along the Goulburn River. The region includes regional towns of Yea, Alexandra, Eildon and Mansfield. The region is rich in natural beauty of lakes and river systems and is recognised as the major gateway to Victoria's high country. This is truly cool climate viticulture, setting the Upper Goulburn apart from most others in Victoria. The Upper Goulburn, as a destination offers quality wines matched with distinctive regional cuisine and tourism experiences that in combination will excite the senses like no other

The wine brands (members of the Association) within our region include the following:

Labels

| | |
|----------------------|------------------|
| Barwite | Henke |
| Buller View | Jamieson River |
| Buxton Ridge | Kinloch Wines |
| Delatite Winery | Larnoo |
| Growlers Gully Wines | Little Cathedral |

Mt Samaria Vineyard
Sedona Estate
Murrindindi
Nillahcootie Estate
Penbro Estate
Rees-Miller Estate
Rocky Passes

Scrubby Creek
Snobs Creek Estate
St Winifred's
Tallarook Wines
Traawool Valley
Two Hills

The region has exciting small producers within the Olive Oil industry as well as food such as bread, preserves, nuts, and most significantly Trout..80% of Australia's trout comes from the Upper Goulburn region.

Sponsors Program and Advantage

Sponsorship Options

Option 1 \$500

- Logo and company name featuring on Event program and press release promotions except where cut-off dates exclude individuals
- Logo included in the Association's website
- Sponsorship stalls primarily in the Haycraft Room in Marylands. Includes Trestle/Cloth/Backing Board
- Free passes for entry to the events, including free embossed glass upon entry
- Become associated with other food producer groups within the region
- Introduction to the Association's members for potential ongoing relationship

Option 2 \$1000

All of the benefits in Option 1, as well as Naming Rights (and logo) sponsorship of the

- (a) Tutored Tasting Classes (3 sessions)
(Sponsor to provide appropriate signage on the day)

Option 3 \$1500

All of the benefits in Option 1, as well as Naming rights (and logo) sponsorship of the

- (b) Catch a Trout Cook a Trout Cooking Demonstration (2 sessions)
(Sponsor to provide appropriate signage on the day)

With the support of sponsorship the Association will be able to invite a notable wine writer, sommelier or winemaker and a chef to participate in the two activities (a) and (b) above. With the acquisition of well known personalities we are assured of attracting many wine and food enthusiasts to the events.

Attendees

It is anticipated that we will draw in excess of 1000 people to these event. It is intended that each winery will use its existing mail list to invite both their Trade and Cellar Door customers to attend the event.. Select Wine Writers and Travel Writers will be invited to attend and will be hosted by the Association.

Program Support

The region's accommodation houses will also be promoting the events through their independent website communications.

Other support will be sought from:

Regional newspapers
Regional TV
Mansfield Country Radio
Mansfield and Murrindindi Tourism – event promotion
SunFM / Star FM Radio
UGFM Radio
Upper Goulburn Food Wine and Cultural Group

Visitors will be receiving:

- The visitors embossed tasting glass
- Free entry to the wine appreciation short courses on the day
- Free entry to the Cooking Demonstration
- Opportunity to buy wine of their choosing on the day

We invite you to contact any of persons mentioned below for any further information and clarification.

Enquiries: Upper Goulburn Winegrowers Association
Event Organiser: Susan Kinloch – 5777 3447 or 0418 595 878
Sponsorship Coordinators: Michael Gelbert ; 0428 517 147 and Alex Gillon -: 9596 3043 or 0419 363 794



www.uppergoulburnwine.org.au